

**MARK 592**

**“The Business of College Sports” (online)**

**MBA Elective**

**3 Credit Hours**

**Summer Session 2**

**July 6, 2021 – August 6, 2021**



**Offers an overview of the business sides of intercollegiate athletics, with a specific focus on revenue generation in a variety of areas that include:**

**Activation, Data-Driven Decision Making, Digital Channels, Event Operations, External Operations (Marketing/PR), Fundraising (Development), Facility Strategy, Hospitality, Multimedia Rights, Naming Rights, Licensing, Social Channels, Sponsorship, Ticketing, etc.**

**Questions? Please Contact Dr. Nathan Kirkpatrick- [wkirkpat@samford.edu](mailto:wkirkpat@samford.edu)**